



THE CITY OF SAN DIEGO

## Redevelopment Agency Community and Economic Development Department

**FOR IMMEDIATE RELEASE**  
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### **City to Hold Elections for City Heights Redevelopment Project Area Committee**

SAN DIEGO – On **Wednesday, November 16, 2005**, the 20-member City Heights Redevelopment Project Area Committee (PAC) will hold its annual election at the **Metro Career Center Office Building Conference Room** located at 3910 University Avenue. A candidate forum will be held prior to the election from 3 p.m. to 4 p.m. with the election following from 4 p.m. to 7 p.m. Interested members of the community are urged to participate as voters and as candidates. Potential candidates are also invited to introduce themselves to the community by attending the City Heights PAC meeting on Monday, November 14<sup>th</sup> at 6 p.m. in the Metro Career Center Conference Room.

The PAC is the official community organization that provides community input and recommendations on proposed redevelopment projects in the City Heights area. The PAC is structured to have equal representatives from local renters, home owners, businesses, property owners, and community organizations.

Candidates and voters must be at least 18 years of age and meet at least one of the four following requirements: live in the City Heights Redevelopment Project Area, or own a business or property located in the Project Area, or be the designated representative for a Social Service Organization or a Civic/Cultural Organization serving within the Project Area, or be the designated representative for a community planning group serving within the Project Area.

Nine seats are open for election: two Residential Owner/Occupant, two Residential Tenant, one Business Owner with a business located North of Polk Avenue, and four Community Organization at-large seats.

To register as an eligible candidate, one must be 18 years of age, complete a Candidate Registration Form and submit it to the Redevelopment Agency (by mail, FAX, or in person) with proof of eligibility to the City of San Diego Redevelopment Agency, 600 B Street, Fourth Floor, San Diego, CA 92101 or FAX 619-533-5250 by **Thursday, November 10 at 5 p.m.**

Candidates can also register at the Redevelopment Agency Field Office located in the City Heights Urban Village Office Building located at 4305 University Avenue, Suite 120. Starting Monday, October 24, 2005, staff will be available to register candidates and voters, Mondays through Fridays from 1:00-5:00 p.m. Registration and other election forms are available at the City's website at <http://www.sandiego.gov/redevelopment-agency/cityheights.shtml>.

To register as an eligible voter, residents must come to the Metro Career Center Office Building Conference Room on the day of the election with proof of your eligibility for your voting category.

## City Heights Redevelopment Project Area Committee to Hold Elections

Page 2

10/19/05

The City Heights Redevelopment Plan was approved by the San Diego City Council in May 1992. The project area encompasses 1,984 acres and comprises a number community planning areas focusing on education and beautification of the community.

Under California Law, the Redevelopment Agency has the responsibility to eliminate blight, revitalize older neighborhoods and create attractive areas for additional investors. Blight consists of the variety of social, physical environmental and economic conditions within an area that cause a reduction of, or lack of proper utilization of that area, which act as barriers to new investments by private enterprise.

As offices, industries, services and shops leave deteriorated areas, the jobs and dollars that would have been spent there are lost. Through redevelopment, a project area receives focused attention and financial investment to reverse deteriorating trends, create jobs, revitalize the business climate, rehabilitate and add to the housing stock, as well as gain active participation and investment by residents. The following are some projects and programs currently underway in the City Heights Redevelopment Project Area:

The **City Heights Square** mixed-use project will include 150-units of critically needed affordable housing for very low income seniors. Additionally, La Maestra, a nonprofit medical and social service agency, has proposed to construct and operate an outpatient medical clinic in the project footprint with approximately 31,926 square feet of space for both medical and non-medical uses. An 89,788 square-foot, four-story office/retail building, 5,348 square foot recreational area and 372 parking spaces will also be parts of the project. City Heights Square is expected to break ground March 2006.

A 69-unit project, named **Auburn Park**, will be located on the southwest corner of University Avenue and 52<sup>nd</sup> Street. The \$20.5 million development will provide 49 two-bedroom, two-bath units and 20 three-bedroom, two-bath units for families that fall into income guidelines. The project will also include an office, a public meeting room, on-site parking in a subterranean garage and a 25,000 square foot public park. The project could break ground as early as February 2006 and will take approximately 18 months to complete.

The Redevelopment Agency and the City Heights PAC developed the **“Home in the Heights” First-Time Homeowner Program** to encourage a larger degree of homeowner occupancy within the project area, as well as assist low- and moderate-income families to purchase a home. The “Home in the Heights” program allows residents, who most likely would not have been able, to purchase a home at an affordable price within the project area by providing silent second mortgages for eligible buyers. Participants may qualify for a loan amount of up to \$30,000. The term of the “Home in the Heights” loan is twenty years, with principle and interest forgiven if the property is owner occupied by the participant for the term of the loan. The loan can also be combined with a \$40,000 loan offered by the program administrator, Community HousingWorks, through its Home Ownership Opportunity Program providing a combined loan of up to \$70,000.

For questions about the City Heights Redevelopment Project Area please call the Redevelopment Agency at (619) 533-4233 or visit the City’s web site at [www.sandiego.gov](http://www.sandiego.gov) and type “City Heights” as the search term. For more information on the election, please contact Kimberly Gerhard at (619) 533-5369.

*The City of San Diego Redevelopment Agency eliminates blight from designated areas, as well as achieves the goals of development, reconstruction and rehabilitation of residential, commercial, industrial, and retail districts. Redevelopment is one of the most effective ways to breathe new life into deteriorated areas plagued by social, physical, environmental or economic conditions that act as a barrier to new investment by private enterprise. **The City of San Diego Redevelopment Agency consists of three divisions:** the City Redevelopment Division (housed in the City of San Diego Community and Economic Development Department), the Centre City Development Corporation and the Southeastern Economic Development Corporation.*